

How can this Handbook Benefit You?

This technical reference will lead practitioners step-by-step through all phases of managing travel for planned special events. It will:

- Bridge the gap between the state-of-the-practice and state-of-the-art.
- Provide a framework for establishing an integrated and stakeholder coordinated practice.
- Recommend proven and innovative techniques.
- Profile successful practices.

This handbook presents recommended policies, guidelines, procedures, operations strategies, and resource applications in tables, flowcharts, and checklists so users can easily extract information and identify issues, analyses, and products applicable to a particular category of planned special event.

Through the use of this handbook, planned special event stakeholders will gain an understanding of the keys to successful planned special event transportation management:

- Achieve early, constant input and participation of involved agencies.
- Predict event-generated travel impacts on both a local and regional level.
- Develop an integrated transportation management plan that can accommodate a range of traffic demands and other contingencies.
- Ensure successful traffic management plan implementation.
- Deploy a well-organized traffic management team equipped with the ability to communicate seamlessly between agencies.
- Conduct continuous traffic monitoring on the day-of-event and maintain protocol for modifying the traffic management plan to accommodate real-time traffic conditions.
- Transfer event management successes into daily applications, and translate lessons learned into future event planning and operations needs.

Intended Audience

This handbook communicates to a wide audience, assisting practitioners that possess the following backgrounds: (1) novice planned special event practitioner, (2) experienced planned special event practitioner, (3) local, single-jurisdiction event planning and management, (4) regional, multi-jurisdiction event planning and management.

This handbook recognizes three user groups, each of whom has an identifiable icon that appears in the heading of handbook sections relevant to the group:

- Transportation engineer
- Law enforcement officer
- Event organizer



Products and Milestones

To obtain a copy of the *Managing Travel for Planned Special Events* handbook or for information on other TMC Pooled-Fund Study projects, please visit:

www.tmcdfs.ops.fhwa.dot.gov

Take note of these future FHWA products designed to support this handbook:

- National conference on Managing Travel for Planned Special Events – Late 2004
- NHI Course 133099, *Managing Travel for Planned Special Events* – 2005

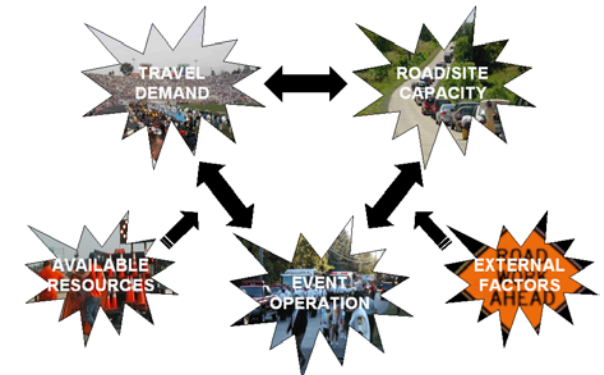
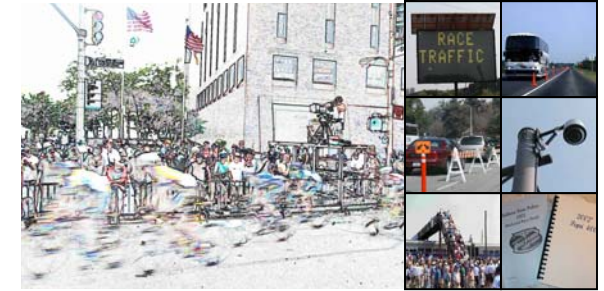
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MANAGING TRAVEL FOR PLANNED SPECIAL EVENTS



ACHIEVING *PREDICTABILITY*
ENSURING *SAFETY*
MAXIMIZING *EFFICIENCY*



U.S. Department of Transportation
Federal Highway Administration

Planned Special Events

A planned special event is a public activity, with a scheduled time and location, that impacts normal transportation system operations as a result of increased travel demand and/or reduced roadway capacity attributed to event staging.

Planned special events include sporting events, concerts, festivals, and conventions occurring at permanent multi-use venues (e.g., arenas, stadiums, race tracks, fair grounds, amphitheaters, convention centers, etc.). They also include less frequent public events such as parades, fireworks displays, bicycle races, sporting games, motorcycle rallies, seasonal festivals, and milestone celebrations at temporary venues.

The operational characteristics of planned special events create the following five event categories:

- Discrete/recurring event at a permanent venue
- Continuous event
- Street use event
- Regional/multi-venue event
- Rural event



What is Managing Travel for Planned Special Events?

A planned special event creates an increase in travel demand and may require road closures to stage the event. Planned special events generate trips, thus impacting overall transportation system operations. This includes freeway operations, arterial and other street operations, transit operations, and pedestrian flow. Unlike roadway construction activities or traffic incidents that constrain travel within a single corridor, planned special events affect travel in all corridors serving the event venue.

Planned special events pose a unique and diverse set of challenges to stakeholders charged with maintaining transportation system safety, mobility, and reliability. These challenges include:

- Managing intense travel demand
- Mitigating potential capacity constraints
- Influencing the utility associated with various travel choices
- Accommodating heavy pedestrian flow

Managing travel for planned special events involves developing a transportation management plan, guided by feasibility study results and/or a planned special event permit program, that contains operations and service strategies specific to managing traffic, transit, and travel demand. A transportation management plan consists of three components:

- Traffic management plan
- Transit plan
- Travel demand management initiatives



Phases of Managing Travel for Planned Special Events

The practice of managing travel for planned special events incorporates advance planning, management, and evaluation activities encompassing five distinct, chronological phases:

- **Program planning** encompasses advance planning activities completed months prior to a single, target event or activities related to a series of future planned special events.
- **Event operations planning** involves advance planning and resource coordination activities conducted for a specific planned special event.
- **Implementation activities** concern strategizing traffic management plan deployment in addition to conducting necessary equipment testing and personnel training activities.
- **Day-of-event activities** refer to the daily implementation of the traffic management plan in addition to traffic monitoring.
- **Post-event activities** cover the evaluation of local and regional transportation operations based on stakeholder debriefings and an analysis of traffic data collected during the day-of-event.

Integration of the identified phases, from the post-event activities phase to the program planning phase, creates a seamless process allowing for continuous improvement of transportation system performance from one event to the next, especially in regard to recurring events or events occurring at permanent venues. This iterative process, where stakeholders apply successes and lessons learned from a particular special event to future events, supports activities pertaining to managing travel for all planned special events in a region.

